

Twitter Thread by Chase Dimond | Email Marketing Nerd



Chase Dimond | Email Marketing Nerd ■

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How to make 30% more revenue without dropping a single penny on paid ads

From an email marketer who has generated over \$50 Million dollars in sales for dozens of 6 to 9 figure Ecommerce brands.

Bookmark this ■■■ Thread

//Thread//

The fastest way to grow revenue for your brand WITHOUT paid ads is to set up a welcome flow for non-buyers.

Avg industry open rate: 26.5%

Our client avg: 50%+

I'm going to lay out the exact blueprint we use to consistently help our clients outperform industry averages.



INDUSTRY	OPEN	CTR	CONVERSION	RPR	AOV
Animal & Pet Care	17.60%	3.10%	0.71%	\$0.31	\$43.71
Arts & Crafts	27.00%	5.50%	4.24%	\$2.90	\$68.57
Automobile & Parts	25.40%	6.10%	2.84%	\$6.69	\$235.70
Beauty & Cosmetics	32.80%	6.60%	3.83%	\$1.99	\$51.88
Computers, Electronics & Acc.	24.70%	3.60%	2.04%	\$1.42	\$69.50
Fashion & Apparel	26.00%	4.90%	3.47%	\$3.27	\$94.20
Food & Beverage	26.80%	5.50%	2.31%	\$1.56	\$67.60
Garden & Home Goods	25.40%	4.90%	3.09%	\$5.58	\$180.43
Health & Fitness	26.20%	4.90%	3.02%	\$2.24	\$74.03
Jewelry & Accessories	25.10%	4.60%	2.53%	\$2.29	\$90.48
Media & Entertainment	20.30%	2.30%	2.70%	\$1.07	\$39.52
Outdoor & Wilderness Gear	32.10%	7.60%	2.54%	\$3.36	\$132.35
Toys & Games	28.10%	5.50%	5.19%	\$3.40	\$65.53
AVERAGE ACROSS INDUSTRIES	26.50%	5.10%	3.04%	\$2.71	\$89.21

Quick PSA:

These threads take time to put together & the info I'm about to give for FREE can potentially make you millions of dollars (as they have for my clients)

All I ask is that you retweet the main tweet above to share the knowledge.

Thank you ■

Now let's get started..

Before I dive into the specific in and outs of how to set up your welcome series

You need to set up subscription forms on your website so you can capture emails

3 types of forms:

- > Pop ups
- > Fly outs
- > Embedded forms



■ Email popups conversion rates:

- > Brands average 2% to 4% before working with us
- > Most clients are seeing 6% to 8% on avg after working with us
- > Some of our best-performing clients are seeing 11% to 13% conversion rates after working with us

How to set up pop up behavior (conditions you can use to trigger the form to appear):

- > When visitor is exiting
- > After 4-6 secs of page load
- > After scrolling 30%

Welcome series overview

- > First set of emails subscribers receive after joining your list
- > A consistent top-revenue performing flow for our clients
- > Goal: Get subscribers to engage with your brand and set tone of relationship

Pro tip: Test everything. Subject lines/CTAs etc

Welcome Email # 1

Content to focus on:

- > Welcome
- > Brand Introduction
- > Thank You
- > And discount code if applicable

Subject line ideas:

- > Welcome!
- > Welcome (more info inside!)
- > Welcome to [INSERT BRAND NAME]
- > You're part of the family now
- > Fantastic. You are in!

When to send :

> Immediately after someone subscribes to your list

Subject line used in example:

Welcome to the Land of Magic Spoon

■ Aim to hit 30-50% open rates. Some of our clients get up to 70-80%.

TRY NOW

MAGIC
SPOON

US VS THEM

Welcome to the land of
MAGIC SPOON.



We set out to reimagine our favorite childhood cereals with none of the bad stuff, so we could have our cereal and eat it too.

We swapped the usual junk out for high protein, low carb, keto-friendly ingredients, all without sacrificing taste.

TRY NOW



Our sweet little secret:

We use a natural blend of monk fruit, stevia, and allulose. Allulose is a "rare" sugar found in things like figs and maple syrup. It tastes just like "regular" sugar, but has zero glycemic impact and almost zero calories (less than 0.4 cal/g).

It took us over a year working with the best chefs and food scientists in the country to get here, but it was well worth the wait...and the hundreds of bowls of cereal we were forced to consume in the name of "research" :)

Ingredients: Protein Blend,
Coconut Oil, Natural
Sweetener Blend, Tapioca
Flour, Chicory Root Fiber,
Natural Flavors, Salt

Magic Spoon is a totally guilt-free treat you can enjoy at any time of day.



TRY NOW

Happiness 100% Guaranteed



magicspoon.com @magicspooncereal

You received this email from Magic Spoon Inc.,
if you would like to unsubscribe, click here.

Magic Spoon Inc., 17 John St, New York, NY 10038.

Welcome Email # 2

Content to focus on:

- > Brand Story
- > Unique Quality Standards
- > Benefits of Shopping with Your Company

Subject line ideas:

- > You heard it here first
- > Learn more about us
- > Here's our story
- > Level up your [INSERT WORD] game... (eg Level up your Yoga game)

When to send :

- > 1-2 days after email #1. Test time delay for optimization.
- > Only send if ppl don't convert from email #1

Subject line used in example:

This will remind you of your favorite childhood cereal

■ Aim to hit 20-40% open rates. Some of our clients get up to 50-60%.

TRY NOW

MAGIC SPOON

US VS THEM

Why did we grow up, but our favorite cereal didn't?

US

THEM



3g
NET CARBS

21g
NET CARBS

TRY NOW

So how does a cereal like ours compare to the classics?

Good question...

We swapped out the usual junk (like wheat, corn, and sugar) for high protein, low carb, keto-friendly ingredients, all without sacrificing on taste.

Magic Spoon has a fraction of the carbs, more protein, and zero sugar.

	PROTEIN	NET CARBS	KETO FRIENDLY	GRAIN FREE	GLUTEN FREE
MAGIC SPOON	12g	3g	👍	👍	👍
FRUIT & CEREAL	2g	21g	👎	👎	👎
CRACKER CRISPS	1g	21g	👎	👎	👎
CRACKER CRISPS	1g	24g	👎	👎	👎
CRACKER CRISPS	1g	25g	👎	👎	👎
CRACKER CRISPS	6g	13g	👎	👎	👎
CRACKER CRISPS	2g	20g	👎	👎	👎
CRACKER CRISPS	7g	16g	👎	👎	👎

TRY NOW

You know you want to...

Happiness 100% Guaranteed



magicspoon.com @magicspooncereal

You received this email from Magic Spoon Inc.
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Magic Spoon Inc., 17 John St, New York, NY 10038.

Welcome Email # 3

Content to focus on:

- > Social Proof (customer reviews, press, celebrity/brand endorsements, retail footprint)
- > Show Popular Products

Subject line ideas:

- > Our customers say it best
- > Have you treated yourself lately?
- > The Love is Real
- > Word on the street

When to send :

- > 2-3 days after email #2. Test time delay for optimization.
- > Only send if ppl don't convert from prior 2 emails

Subject line used in example:

Don't Just Take Our Word For It

■ Aim to hit 20-35% open rates. Some of our clients get up to 40-50%.

TRY NOW

MAGIC
SPOON

US VS THEM



Well don't just take our word for it —
here's what everyone else is saying.

"A way to have cereal
and still stick to the
nutritional plan
you've been working
so hard on"

—
MENS JOURNAL

"They taste really,
really good. Like you
wouldn't know
they're healthy kinda
good. And they are
super healthy."

—
delish

"Cereal, for all its sweet and crunchy glory, some
would say, didn't catch up with the times. Who
wants a glob of sugar and carbs anymore?"

—
F&T COMPANY

ORDER NOW

Happiness 100% Guaranteed



magicspoon.com @magicspooncereal

You received this email from Magic Spoon Inc.,
If you would like to unsubscribe, [click here](#).

Magic Spoon Inc., 17 John St, New York, NY 10038.

Welcome Email # 4

Content to focus on:

- > Focus on community aspect

Subject line ideas:

- > We're All in this Together
- > Let's Get Social
- > Let's Be Friends
- > We're All Here for You
- > Meet our Team

When to send :

- > 3-4 days after email #3. Test time delay for optimization.
- > Only send if ppl don't convert from prior 3 emails

Subject line used in example:

Meet the Founders of Magic Spoon

■ Aim to hit 20-30% open rates. Some of our clients get up to 30-40%.

TRY NOW

MAGIC
SPOON

US VS THEM

Hey, we're Gabi and Greg, the founders of Magic Spoon.

Two guys who wanted cereal to be as good for you as it tastes.



We know how crazy it might sound that we've turned cereal into something that adults can feel good about eating every day.

That's why we're up for answering any questions you have.

So fire away!

ASK US ANYTHING

It might taste too good to be true, but it isn't.

ORDER NOW

Happiness 100% Guaranteed



magicspoon.com @magicspooncereal

You received this email from Magic Spoon Inc..
If you would like to unsubscribe, [click here](#).

Magic Spoon Inc., 17 John St, New York, NY 10038.

//End//

Congrats on reading 'til the end!

But as we both know, reading isn't enough.

So I want you to do 2 things

1. Put this flow into action and go make some money either for you or your clients
2. Follow me to learn more Ecom Email Marketing game like this.

If you didn't know,

Every Monday I send 9,561 marketers content on

- Getting clients
- Email marketing
- Scaling ecom brands with zero ad spend
- How I built a 7 figure agency
- Exactly which campaigns to send your list

Join for free below:

<https://t.co/Z8XyvsUahf>

Shameless plug:

I just launched a podcast!

It's all about uncovering opportunities within Ecommerce.

Helpful for brands, agencies, & freelancers.

I've released 3 episodes so far & have already received dozens of 5 star reviews.

Link below (it's free)

<https://t.co/k6wniMfBXN>

If you have questions on email and e... Tue



Max_Bern

If you have questions on email and e-commerce this is as good as it gets...and you are getting it from a genuine guy.

He is truly out there to help other marketers and e-commerce store owners, regardless if you use his services.

This could easily go behind a pay wall...I would listen now in case it does.

For those that loved my last thread, check out my newest thread here:

<https://t.co/SQb8oCYDJe>

There's one metric that most people don't quite understand when it comes to email.

But if you master this, your conversion rate WILL go up.

Let's talk about some intelligent ways to increase your click-through rate & make 5-figures on your next campaign.

// THREAD //

— Chase Dimond | Email Marketing Nerd (ecomchasedimond) [April 16, 2021](#)

6 Marketing Threads That Will Teach You More Than Any Marketing Class

<https://t.co/BzzA4amQju>

6 Marketing Threads That Will Teach You More Than Any Marketing Class

Awesome new thread live here: <https://t.co/MAhDLESqYP>

7 Must-Have Ecommerce Email Campaigns

These campaigns have been responsible for generating 7+ figs in revenue for our clients.

Discover:

\u2714 Case Studies

\u2714 The Purpose

\u2714 How to segment

\u2714 Subject lines ideas

\u2714 Preview text ideas

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